



People | Clients | Growth | Quality | Performance

COASTAL WETLAND RESTORATION

*Defining Your Project to Maximize
Ecological Benefits, Be Sustainable,
and Financially Feasible*

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Once upon a time
and they lived happily ever after. **The End**



Hold on! There's got to be a few chapters missing?

Project coordination, funding acquisition, and support gathering, the “missing chapters,” often take a good deal of time and effort.

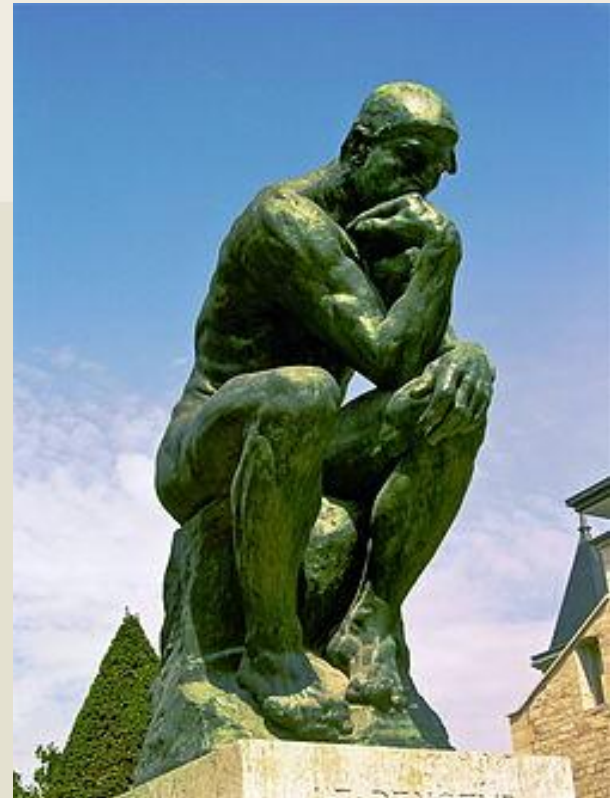
No wonder no one likes talking about it.



But they represents the foundation of a project and may dictate project's success.

What's affecting today's coastal restoration projects?

- **Economic Down-Turn**
 - < # of Funding Sources/Amounts
 - > Competition
- **Emerging Emphasis On**
 - Newer Complicated Coastal Issues
 - New Buzz Phrases
 - New Technologies
 - Maximizing Eco-Benefits & Public Interest



Q. How Do We Optimize our Efforts?

A. We Make Sure We Incorporate Key Considerations Into the Project.

- **Adjust our Pre-Conceptions Regarding Level of Effort and Schedule.**
- **Determine If Your Project Has Any “Buzz.”**
- **Expand Support and Outreach Efforts.**
- **Explore Aspects of Education.**
- **Expand the Benefits of the Project.**

S U C C E S S

Adjusting Preconceptions Regarding Level of Effort and Schedule

- Have an conceptual project schedule, with milestones and critical paths.
- Re-evaluate it along the way.
- Focus areas:
 - Funding acquisition,
 - Acquiring support, and
 - Agency interaction (coordination, partnerships, permitting).
- Be realistic and build in foreseeable delays.
- Why? A realistic perception helps maintain project momentum and maintains team moral and focus, i.e., helps keep the project viable.

Identify what's the “Buzz.”

A “Buzz” topic is something tied to a directive from the Governor/Secretary, driven by Federal interest, type of activity that follows a dedicated money trail, or a new technology or a reinvented technology that is marketed well.



Here are some examples:

- Sea Level Rise
- Living Shorelines
- Shellfish Reestablishment
- Anadromous Fish Restoration
- Marsh Die-Back/Marsh Loss
- “effects of” Nutrient Loading In Marshes
- Bay Shore Issues
- Beach Nourishment
- “beneficial uses of” Dredge Material

If you're coastal project doesn't touch upon a Buzz topic, you have a much harder road to travel. Find the Buzz(s) that works for you.

Expand Support and Outreach Efforts

- The more people who know about your project the more real it becomes.
- The more entities that support your project (funding, technical, spiritual) the stronger your chances become.
- Learn to love partnerships. (just keep telling yourself)



Partnerships

Aspects of Education

- Part of outreach effort.
- Self Education: The more knowledge you have about your project the better you can sell and implement it.
- Decision Makers (assumptions lead to head-aches).

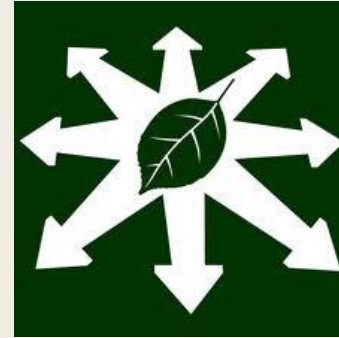
Big

Big

Big

Help the decision makers help you!

Expand Benefits of the Project



- Carefully consider your project's ecological and public benefits.
- Questions to ask:
 - Can I cost effectively improve this project to create more benefits, i.e., increase the project “up lift?”
 - Are the techniques selected for the project based on familiarity or science?
- Expanding benefits also may expand funding options.
- Are you sure everybody else is aware of all the benefits?
- Determine the life of the project – i.e., sustainability goals
- New Technologies – *A Double-Edged Sword.*
 - *Can add benefits and a “WOW Factor” to the project.*
 - *Can create complications during agency coordination and permitting.*
 - *Can help or destroy project budgets.*
- Get help from experts.

Review: Key Considerations for Projects.

- Level of effort and scheduling.
- Identify what's the Buzz.
- Expand support and outreach efforts.
- Education.
- Expand the benefits of the project.

“And the well funded project had maximized up-lift, and lived happily ever after in a timely manner. The End”





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The Untold Story

**Thank You
&
Questions**

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